



## FOR IMMEDIATE RELEASE

### High-profile New York Designer Jay Godfrey Selects RLM Apparel Software Solutions

*New York-Based Designer Jay Godfrey, the founder and creative director of his eponymous collection, has selected RLM Apparel Software for its more time-saving business processes and reporting.*

Lyndhurst, New Jersey -- June 8, 2017 -- **RLM Apparel Software**, solutions provider to the fashion industry's biggest and most well-known brands, has implemented **ERP, EDI, and Bergen Logistics** Warehouse integration into **Jay Godfrey's** business. **RLM's ERP** (Enterprise Resource Planning) software has replaced Simparel's ERP solution for a more out of the box, fully automated business process. EDI using third party software and manual processes have now been eliminated. RLM's integrated connection with Bergen Logistics has also automated product feeds, and inbound ASN's via Bergen API's, which did not exist in the prior platform.

Raw materials will be managed using **RLM's PLM** (Product Lifecycle Management), with the advantage of having all information in a single and secure location. Jay Godfrey will be able to utilize **RLM's** integrated BOM (Billing of Materials) module for costing out its products to get more accurate and fluid cost of their production process.

Using **RLM's EDI** (Electronic Data Interchange) automated system, Jay Godfrey Collections will connect electronically with their two trading partners, Nieman Marcus and Nordstrom, resulting in major cost savings and accuracy in all transactions. RLM will also connect to the DSCO platform to handle the Nordstrom Drop Ship vendor/customer relationship.

In the future Jay Godfrey expects to implement the **RLM Shopify API** connection to achieve a more omni channel automated approach to its online sales, cut down on inventory movements, and increase visibility to its inventory in a single integrated platform.

#### **About RLM Apparel Software Systems**

RLM Apparel Software is a leading provider of modular, end-to-end business software solutions designed specifically to address the needs of global fashion retailers, brands, and manufacturers. Over its 36 year history, RLM has enabled many of the largest and most innovative apparel, footwear, accessories, and related companies to reach their full potential by accelerating performance, increasing efficiency, reducing costs, and streamlining business processes across the entire concept-to-consumer product lifecycle.

RLM's category-spanning enterprise software solutions comprise capabilities typically found separately in enterprise resource planning (ERP), product lifecycle management (PLM), supply chain management (SCM), warehouse management systems (WMS), sales force automation (SFA), and e-commerce systems (B2B/B2C). RLM solutions are available in either a traditional on premise deployment or as a hosted cloud subscription model.

RLM clients include Alexander Wang, Blowfish Malibu, Kenneth Cole Productions, Halston, John Varvatos, Jordache Enterprises, Beyond Yoga, Michael Kors, The Row, US Polo Association, and other leading apparel, footwear, and accessories companies. For more information, visit <http://www.ronlynn.com>.

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**Jay Godfrey** (<https://jaygodfrey.com>) is the founder and creative director behind his collection of sleek, sexy, and sophisticated designs. Always inspired by the chic New York woman, his goal as a designer is to meld the classic tailoring techniques of Savile Row with modern silhouettes and luxurious fabrics. The result is his distinctive contemporary collection of dresses and separates that accentuate the female figure. His collection has caught the attention of fashion-forward and glamorous women, and he is proud to have dressed Blake Lively, Carrie Underwood, Eva Longoria, Jennifer Lopez, Kim Kardashian, Taylor Swift, Taraji P. Henson and Vanessa Hudgens.

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